



John W. Martin

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John W. Martin is a futurist, award-winning author, and the President and CEO of SIR, a market research consultancy headquartered in Richmond, Virginia. Founded in 1964, SIR helps corporations, government agencies, universities, nonprofits, and even entire communities understand what tomorrow will bring and what to do about it today.

SIR has orchestrated over 16,000 research studies and strategic planning initiatives designed to help clients identify and advance their unique brand positions, create new products and services, manage business challenges and opportunities, assess the overall effectiveness of marketing programs and initiatives, and formulate long-range strategic plans.

SIR has supported many of America's leading companies and associations including GE, Johnson & Johnson, Lincoln Financial, Walmart, Google, AARP, the American Chemical Society, the Public Relations Society of America, the American Society for the Prevention of Cruelty to Animals, and hundreds of other Fortune 1,000 companies and national associations.

SIR's strategic research and consulting services have also supported a number of cities and states including Richmond, Charlotte, Fort Worth, Virginia Beach, Norfolk, Sacramento, Vermont, Arkansas, North Carolina, and Virginia.

John is also the CEO of SIR's Institute for Tomorrow, a research-based think tank that identifies the trends impacting organizations, studies the forces shaping those trends, and helps leaders determine how best to prepare for tomorrow. Tapping into over 50+ years of SIR's research and insights expertise, the Institute for Tomorrow has helped hundreds of organizations connect the dots and navigate the changes ahead.

Frequently sought out by the media for insights on the future, Institute for Tomorrow has been on NBC, CBS, CNBC, NPR, and in articles in BusinessWeek, TIME, The Washington Post, The New York Times and countless others.

At conferences all over the world, Institute for Tomorrow has delivered eye-opening keynote presentations to organizations like Walmart, Google, Circle K, AARP, Lowes Home Improvement, Wells Fargo, and even the rocket scientists at NASA.

You can learn more about SIR and the Institute for Tomorrow here: www.sirhq.com and www.institutefortomorrow.com.